

**THE STUDY ON THE SPEECH STYLES IN THE
MALAYSIAN CONTEXT: A CASE STUDY ON RADIO AND
TELEVISION PRESENTERS**



**INSTITUT PENGURUSAN PENYELIDIKAN
UNIVERSITI TEKNOLOGI MARA 40450
SHAH ALAM, SELANGOR MALAYSIA**

BY :

**ANGELINA SUBRAY AN @ MICHAEL LIAW
SHUN CHONE**

DISEMBER 2008

TABLE OF CONTENTS

ABSTRACT	viii
ACKNOWLEDGEMENTS	i
TABLE OF CONTENT	ii
LIST OF TABLE	v
LIST OF FIGURES	vi
LIST OF DIAGRAMS	vii
CHAPTER	
I	INTRODUCTION
	Background of Study.....1
	Purpose of the Study 2
	Research Questions3
	Objective of the Study3
	Significance of the Study3
	Limitations of the Study4
	Definitions of the Study4
II	REVIEW OF RELATED LITERATURE
	Introduction.....8
	The Language of Men and Women.....9
	Sex differences in Communicative Style10
	Conversational Dominance11
	Women’s Question Asking Behaviour12
	Competitive Style13
	Conversational Assertiveness and Supportiveness14
	Conclusion15

III METHODOLOGY

Introduction 16
Samples 17
Subjects 18
Instrument 19
Transcription 19
Coding System..... 20
Analysis of Data 20
Method of Data Analysis 20
Conclusion..... 24

IV FINDINGS AND DISCUSSION

Introduction 25
Question 27
Fillers 30
Intensifier 32
Adjective Types 34
Hedges..... 37
Verbosity 40
Affirmative 42
Conclusion..... 42

V SUMMARY, CONCLUSION & RECOMMENDATIONS

Summary 46
Conclusion..... 47
Recommendations..... 48

REFERENCES

50

APPENDICES

A Transcription Convention Based of Holmes (1995).....52
B(1-4) Transcription.....53

ABSTRACT

This study was undertaken to find out whether women and men speak differently in the usage of the English Language. Four samples of conversation from Malaysian male and female television and radio presenters were recorded, transcribed and examined. Seven particular linguistic devices were taken for observation and they were analyzed for frequency counts to identify whether the variables used denote unassertiveness. The linguistic devices were the use of questions, fillers, intensifiers, adjectives, hedges, verbosity and affirmatives.

The major finding of this study can be classified as follows: Firstly, hesitancy and unassertiveness are not only women's language. These features appeared in men's language as well. Secondly, the speech styles of the speakers depend on the individuals, and not on the gender of the speakers. Indirectly, this study does not provide support to the claim made by American linguist Robin Lakoff that women's language is 'powerless'.